**Proposal for a Video Contest Promoting Physics in Alabama High Schools**

Administered by Alabama Science in Motion Physics Specialists

There has been a net loss of physics classes in Alabama High Schools in the year 2010-11. We feel a competition to have physics students produce a commercial advertising physics as the best choice for science will have a positive effect on enrollment for future growth. Alabama’s economic difficulties unfortunately have administrators cutting classes with smaller enrollments and eliminating physics at many high schools across the state.

The contest will be held with a goal of completion of February 28, 2011. This is before most students select their science class for 2011-2012. It will be designed, administered and judged by Alabama Science in Motion Physics Specialists.

The awards will be:

1st Place $500

2nd Place $300

3rd Place $200

The winning students’ teachers will also receive awards of $200 each. This will encourage participation by the teachers and create excitement among their students. The commercials may be produced by individuals or groups and submitted only through a physics or physical science teacher where there is no current physics class. The time line is:

Announcement of the Contest and Rules November 15, 2010

Deadline for submission February 1, 2011

Winner announced February 28, 2011 or sooner if possible

As much local publicity as possible will be encouraged to get the maximum views by high school students and their parents. Disseminated by ASIM Physics Specialists, the prize winning commercials will be delivered to every public high school in the state. Every effort will be made to have the whole school see the winning entries; copies may be available for parents of students in the high schools. A letter from Physics and Engineering leaders in the state will endorse the importance of selecting physics in high school, as it will give students an advantage in college, even if they don’t select a science, math or engineering field.

The proposed budget will be:

Prizes for students and teachers $1,600

CDs for each school $300

CDs for Parents $400

Proposed total budget $2,300

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